

ALA Midwinter 2005 Highlights, Boston

Prepared by Jennifer Mayer, Wyoming Chapter Councilor, 1/21/05

ALA Advocacy Institute

At the request of the WLA past-president, I attended the first ever ALA Advocacy Institute. The all-day institute featured keynote speaker Kerry Healey (Lt. Governor of Massachusetts), and segments including: Strategies for Developing Your Message, Advocacy and ALA, Team Building, MLA Success Stories, Lobbying 101, and The Smartest Card Campaign. I will share what I learned and the action guide--which aids in the development of an action plan--with WLA.

ALA Chapter Relations Committee Meetings

CRC I: There were a variety of reports. Here are the highlights.

- **Freedom to Read Foundation**, Judith Krug, (Wyoming Chapter has renewed their membership for 2005). See www.ftrf.org and www.readerprivacy.com
- **ALA Research and Statistics Office**, Denise Davis, will conduct a spring web survey for updated demographic information about ALA membership. They are also collecting hard data about school and public library funding.
- **ALA APA**, Jennifer Grady, National Library Worker's Day is Tuesday, April 12th, 2005. For PR and recognition ideas, see <http://www.ala-apa.org/about/nlwd.html> Also, the e-newsletter Library Worklife is available to institutions with ALA membership for free; otherwise, it costs \$35/year.
- **ALA Washington Office**, Emily Sheketoff, She is concerned about budget outlooks this year, LSTA will likely have less money this year. She indicated that **Mike Enzi, WY Senator**, is important because he is the incoming chairman of the Senate HELP, Health, Education, Labor and Pensions Committee. This is the committee with jurisdiction over most of our non-Intellectual Property issues. This is also the committee to reauthorize Head Start, Higher Education, Workforce Investment Act and No Child Left Behind (where we want to amend to include school library media specialists in the Highly Qualified section)
- **Executive Director**, Keith Michael Fiels, Wants to hear from Chapters about the ALA Planning Document Ahead to 2010. Input is due by March 30th to Michael Dowling (CRC committee member and ALA staff liaison). Fiels wants to know how ALA can help chapters, so suggestions to the Plan are needed.

CRC II:

- Chapter Relations Office (CRO), Michael Dowling, Suggests that all chapters send two representatives to the Membership Preconference. An officer and the executive secretary or executive director were suggested. The CRO will update their Chapter fact sheet and Erica will send this out to chapters soon.

ALA Chapter Councilors Forum

I attended this forum, as it is usually more relevant than the other council forums. There will be a survey of Chapter Councilors conducted. Ann Hamilton, Georgia Chapter Councilor, will be the CRC chair next year.

ALA Councilors Lunch

I attended the ALA Council lunch and met some new chapter councilors.

ALA Membership Meeting

This meeting is informational. Various reports were presented including: budget analysis, endowment trustee performance, president and president elect reports, executive director's report, and the nominating report.

ALA Presidential Candidates Forum

This forum featured Leslie Burger and Christine Hage, candidates for ALA President. For more information, please see:

<http://lb.princetonlibrary.org/>

<http://www.cmpl.org/christine/default.htm>

ALA Strategic Planning Document: Ahead to 2010

<http://www.ala.org/ala/ourassociation/governingdocs/aheadto2010/draftstrategicplan.htm>

There is a feedback form link at this site, or send comments to the Wyoming Chapter Councilor, mayerj@uwyo.edu

ALA Annual 2005

Developing and Growing Your Membership in the New Realities of the 21st Century

This all day institute targets Chapter association officers, chapter executive directors and executive secretaries. The suggestion is to have two members from each association attend.

ALA-CRC, Friday, June 24, 2005, 9:00 am – 5:00 pm

Developing and growing membership in ALA Chapters, Divisions and Roundtables is a challenge for everyone in the new realities of the 21st century. This preconference is designed for anyone involved in keeping your organization strong and moving forward - presidents, board members, membership committees. Mark Levin, the pre-eminent knowledge leader in this field, and author of 'Millennium Membership- How to Attract and Keep Members in the New Marketplace', will be the speaker.

Speaker: Mark Levin, CAE

Tickets: \$75

Conference within a conference for support staff

The event, which will be held in conjunction with the 2005 Annual Conference in Chicago, will offer opportunities for library support staff from across the country to come together to learn, network and share model programming. There will also be opportunities to attend the world's largest library exhibition as well as hear a national list of speakers.

Participants will be able to attend workshops on a variety of topics including reference services, children's services, circulation, health & safety, internal customer service, management skills, technology, advocacy, outreach, bookmobiles, program planning and career development. Don't miss this exciting, history-making event!

Registration for LSSIRT and COLT members is \$99 in advance, or \$125 onsite. Nonmembers can register for this two-day conference for \$160 by January 2, \$175 by March 4, \$200 by May 20, or \$250 onsite. To register, fill out the regular Conference Registration form on the next page. If you register for this event only, you can only attend meetings and programs designated as part of the Conference within a Conference. For more information:

<http://www.ala.org/ala/eventsandconferencesb/annual/2005a/librarysupport.htm>

ALA Notable Books

See www.ala.org/rusa/notable.html

June 1, 2005 the ALA Guide to Best Reading in 2005 will be available.

Book Awards

“Cynthia Kadohata, author of “Kira-Kira,” and Kevin Henkes, illustrator and author of “Kitten’s First Full Moon,” are the 2005 winners of the John Newbery and Randolph Caldecott medals, the most prestigious awards in children’s literature.”

Conference Attendance:

Attendance was up from Midwinter 2004. Boston 2005 had 13,232 attendees, this includes about 2,000 exhibits staff.

Vendors: I attended the exhibits, H.W. Wilson breakfast and an Endeavor reception

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Thanks to Delaware Chapter Councilor Julie Brewer, for permission to share her report below on Council Highlights and Actions, Midwinter 2005.

ALA Council 2005 Midwinter Meeting Highlights and Actions

Part I - Special Recognition

Executive Board Elections – Council elected Francis J. Buckley, Jr., June A. Pinnell-Stephens, and Patricia H. Smith to three-year terms on the ALA Executive Board. Council elected Terri G. Kirk to finish the unexpired term of ALA President-Elect Michael Gorman.

Honorary Memberships – Council approved ALA honorary memberships for Dr. Lotsee F. Patterson and Nettie B. Taylor to be conferred at the 2005 Annual Conference Opening General Session in Chicago.

Memorials – Cosette Kies, William R. Eshelman, Gordon M. Conable, Virginia Clark, Peter Graham, Anne Grodzins Lipow, Bill Katz, Arleen St. Aubin, and Noel Peattie were honored with memorial resolutions. The Freedom to Read

Foundation has established a fund in Gordon Conable's name. His wife has asked that any gifts in Gordon's name be directed to this fund.

Tributes – Council received a tribute resolution honoring the Association for Library Collections and Technical Services (ALCTS) for fifty years of diligent service to the American Library Association through its active development and expert review of the Dewey Decimal Classification.

Part II – Updates

2005 Election – The 2005 electronic ballot will be compliant with accessibility standards for people with visual impairments, as will all future electronic initiatives, such as the new Online Communities software. All paid ALA members, as of January 31, 2005 are eligible to vote in the 2005 elections. Polls open on March 15, 2005. Election results will be announced on May 2, 2005. If your email address has changed or if you would like to request a paper ballot please email membership@ala.org or call 800-545-2433 (press 5).

ALA/APA – The ALA Allied Professional Association provides national certification for library workers, advocates for salaries and training for library workers, and provides reports, analyses, and consulting services. The APA will offer the Certified Public Library Administrators as its first certification program. The APA will host a “better salaries” webcast on April 12, 2005 (National Library Workers Day). Teri Switzer, ALA/APA Treasurer reported that FY2004 ended with a negative \$199,764 net revenue and that plans are in the works to revise the ALA/APA business plan.

Budget and Finances – ALA ended FY2004 within budget. The auditors, Ernst & Young, reported no material weaknesses and issued an unqualified opinion – the best possible rating. For the third consecutive year ALA lowered the revenue budget based on projected economic factors. ALA units were required to reduce budgets by 5%. The market value of Long-Term Investments improved slightly over the previous year, but the growing U.S. deficit and interest rate environment are concerns. ALA has moved 1% of the investment portfolio into a social responsible investment (SRI) fund.

Conference Registration – As of Monday, January 17, 2005 total registration for the 2005 Midwinter Meeting in Boston was 13,232 with 6,890 advance registrations; 3,138 on-site registrations; and 3,204 exhibitor registrations. Total registration for the 2004 Midwinter Meeting in San Diego was 10,788 with 5,385 advance registrations; 2,559 on-site registrations; and 2,844 exhibitor registrations.

Membership – ALA has 64,099 members, an increase of 1,484 members from last year. The retention rate of renewing members is 86.49%, an extremely high rate compared to other professional associations.

National Library Legislative Day – The annual ALA NLLD will be held on Tuesday, May 3 and Wednesday, May 4, 2005 in Washington, D.C.

Web Site Enhancements – Google has been selected as the new search engine for the ALA Web Site. The site map has been replaced with a new A to Z listing featuring a more comprehensive site map and improved navigation. The frequently asked questions “FAQ” has been updated. A new Continuing Education Clearinghouse was added at ala.org/ceclearinghouse in September 2004. ALA will launch an online communities application in the spring of 2005 that will support online collaborative work by groups of members in a controlled area of web space.

Part III – Actions

Bylaws Amendments – Council approved two amendments to the ALA Bylaws which members of ALA will be asked to vote on during the 2005 elections:

- Membership Meeting Quorum – ALA members will be asked to vote on a proposed amendment to reduce the quorum of ALA Membership Meetings from one half of one percent (1/2%) of ALA membership to seventy-five voting members.
- At-Large Council Nominations – ALA members will be asked to vote on a proposed amendment to reduce the number of nominees for At-Large Council positions from twice the anticipated number of vacancies to one-and-one-half times the anticipated number of vacancies.

Cell Phones – Council defeated a resolution requiring ALA attendees and participants to turn off cell phone ringers during meetings and programs.

Committee Changes:

- Pay Equity - Council approved that the responsibilities of the ALA Pay Equity Committee be transferred to the ALA-APA Committee on Salaries and Status of Library Workers and that the ALA Pay Equity Committee be dissolved in 2006.
- Scholarships – Council referred a motion to establish a standing ALA Scholarship Committee back to the Committee on Organization.
- Rural, Tribal and Native Libraries – Council adopted the charge and composition and renamed the Standing Committee on Rural School, Tribal, Native and Public Libraries previously established at the 2004 Annual Conference.

Fair Employment Practices – Council referred a recommendation from the Policy Monitoring Committee to remove Policy 54.6 (Fair Employment Practices in Libraries and Among Suppliers to Libraries) to the Library Administration and Management Association.

Health Care – Council approved the ALA Resolution on Health Care, which recognizes the importance of comprehensive health care for all Americans and its impact on libraries and their users and directs ALA to join The Universal Health Care Action Network.

Intellectual Freedom Manual – Council adopted three revised policies to be included in the seventh edition of the *Intellectual Freedom Manual*:

1. Access to Electronic Information, Services, and Networks
2. Access to Resources and Services in the School Library Media Program
3. Labels and Rating Systems

Government Information – Council adopted two resolutions concerning access to government information:

1. Resolution Opposing GPO's Decision to Eliminate Print Distribution of Important Government Information
2. Resolution on Access to National Geospatial-Intelligence Agency Publications

No Child Left Behind Act – Council approved a resolution that ALA communicate the important relationship between quality school library media programs and student achievement to the United States Congress, members of relevant committees, the President and First Lady. The resolution also directs ALA to lobby for inclusion of school library standards of quality and expanded equitable funding in the revised No Child Left Behind legislation.

Privacy – Council adopted a Resolution on Privacy and Standardized Driver's Licenses and Personal Identification Cards.

Programmatic Priorities – Council approved FY2006 programmatic priorities for ALA to include: diversity, education and continuous learning, equity of access, intellectual freedom, and 21st Century literacy.

RFID - Council adopted a Resolution on Radio Frequency Identification (RFID) Technology and Privacy Principles that endorses the BISG Policy Statement Policy #002 on RFID that was developed by the Book Industry Study Group, ALA Intellectual Freedom Committee and the ALA Office for Information Technology Policy and other working groups and is available at http://www.bisg.org/docs/BISG_Policy_002.pdf

Salinas Libraries – Council adopted a resolution opposing the closure of the Salinas, California library system.

Tsunami Library Relief – Council adopted a Resolution on Rebuilding Libraries and Archives Damaged or Destroyed by the Earthquake and Tsunami in South Asia which expresses sympathy to library associations and national libraries and

archives in the region; coordinates ALA's response with other U.S. Associations, IFLA and its members, and UNESCO; directs ALA to publicize and provide information on the damage to libraries in the region to the library community and the public on the importance of rebuilding affected libraries and their collections; and directs ALA to publicize and provide information on how and where the library community and the public can contribute to these rebuilding efforts.

UCITA – Council adopted a Resolution in Support of the “Stop Before You Click” Campaign. See the “Stop Before You Click” brochure promoting 12 Principles for Fair Commerce in Software and Other Digital Products drafted by a coalition of organizations opposing UCITA. The brochure informs individuals and businesses of unfair terms in shrink-wrap and click-on licenses. The campaign will soon launch a website at unfairterms.org, which will, among other things give people examples of unfair non-negotiated licenses and a way for organizations and businesses to endorse and support the 12 Principles.

Workplace Speech – Council postponed consideration of a resolution that would amend Policy 54 (Library Personnel Policies) by adding section 54.21 Workplace Speech stating “Libraries should permit and encourage the full and free expression of views by staff on non confidential professional and policy matters.”

Prepared by Julie Brewer
Delaware Chapter Councilor
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